We Claim:

1. A file browser system comprising:

a file browser for displaying in a user interface a representation of media object files stored in memory; and

a file browser extension for decoding an object identifier from a selected media object file and for displaying in an extension of the user interface metadata or an action associated with the media object file via the object identifier.

2. The file browser system of claim 1 wherein the object identifier is decoded from a watermark embedded in the selected media object file.

3. The file browser system of claim 1 wherein the file browser extension displays the metadata or action in a context menu extension of the user interface of the file browser.

4. The file browser system of claim 1 wherein the file browser displays the metadata or action in a property page extension of the user interface of the file browser.

5. The file browser system of claim 1 wherein the file browser extension forwards the object identifier to a metadata server, and displays metadata or an action returned from the server.

6. The file browser system of claim 5 wherein the file browser extension extracts and displays metadata from the media object file along with metadata returned from the metadata server.

7. The file browser of claim 1 wherein the metadata or action is displayed as a URL link to information or a program associated with the selected media object file.

8. A file browser system comprising:

36

a file browser for displaying in a user interface media object files stored in memory; and

a file browser extension for encoding an object identifier into a selected media object file and for displaying in an extension of the user interface one or more options for

5   enabling a user to enter input to control the encoding of the object identifier.

9. The method claim 8 wherein the file browser extension comprises a watermark encoder for encoding the object identifier into the selected media object file.

10   10. A watermark decoder system comprising:

a host application having a user interface for displaying a representation of media object files; and

an extension to the host application for decoding a watermark from a selected media object file and for displaying in an extension of the user interface metadata or an

15   action associated with the media object file via the watermark.

11. An internet browser on a computer readable medium, the browser comprising:

a listener program for identifying a media object in an HTML document; and for

20   inserting a handler into the HTML document when an object identifier is extracted from the media object;

wherein the handler is operable to display metadata linked via the object identifier in response to user input.

25   12. The internet browser of claim 11 wherein the object identifier is decoded from a watermark embedded in the media object.

13. The internet browser of claim 11 wherein the metadata is retrieved from a metadata server by sending the object identifier to the metadata server.

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14. A method of rendering a media object comprising:

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decoding an object identifier from the media object;

sending the object identifier to a metadata server;

receiving a brand identifier from the metadata server; and

displaying a representation of the brand identifier.

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15. The method of claim 14 wherein the object identifier is decoded from a watermark embedded in the media object.

16. The method of claim 14 wherein the media object is a video or an image, and

10 the representation of the brand identifier is a graphic superimposed on a rendering of the video or image.

17. The method of claim 16 wherein the graphic is a hot link to information or an action associated with the media object.

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18. The method of claim 17 wherein selecting the hot link causes retrieval of the information or action from a remote server.

19. A method for extending a user interface of a media player comprising:

20   in response to input requesting playback of a media object, extracting an object identifier from the media object;

using the object identifier to look up metadata associated with the media object;

extending a user interface of a media player to include a representation of the metadata associated with the media object.

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20. The method of claim 19 wherein extracting the object identifier includes decoding the object identifier from a watermark embedded in the media object.

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